

NoMA/ New York Avenue Metro Area

Vision Plan & Development Strategy



DC Office of Planning

Government of the District of Columbia
Anthony A. Williams, Mayor

with:

Beyer Blinder Belle Architects & Planners

Greenberg Consultants, Inc.

Hamilton, Rabinovitz & Alschuler, Inc.

The Jair Lynch Companies

Wells & Associates

Public Meeting

January 31, 2006

INTRO

ASSETS

EMERGING VISION

1: land use

2: transportation
& infrastructure

3: public realm
& open space

4: neighborhood
preservation

MARKET

GROUP
DISCUSSION

What is NoMA?

INTRO

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GROUP
DISCUSSION



NoMA = North of Massachusetts Avenue

INTRO

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1: land use

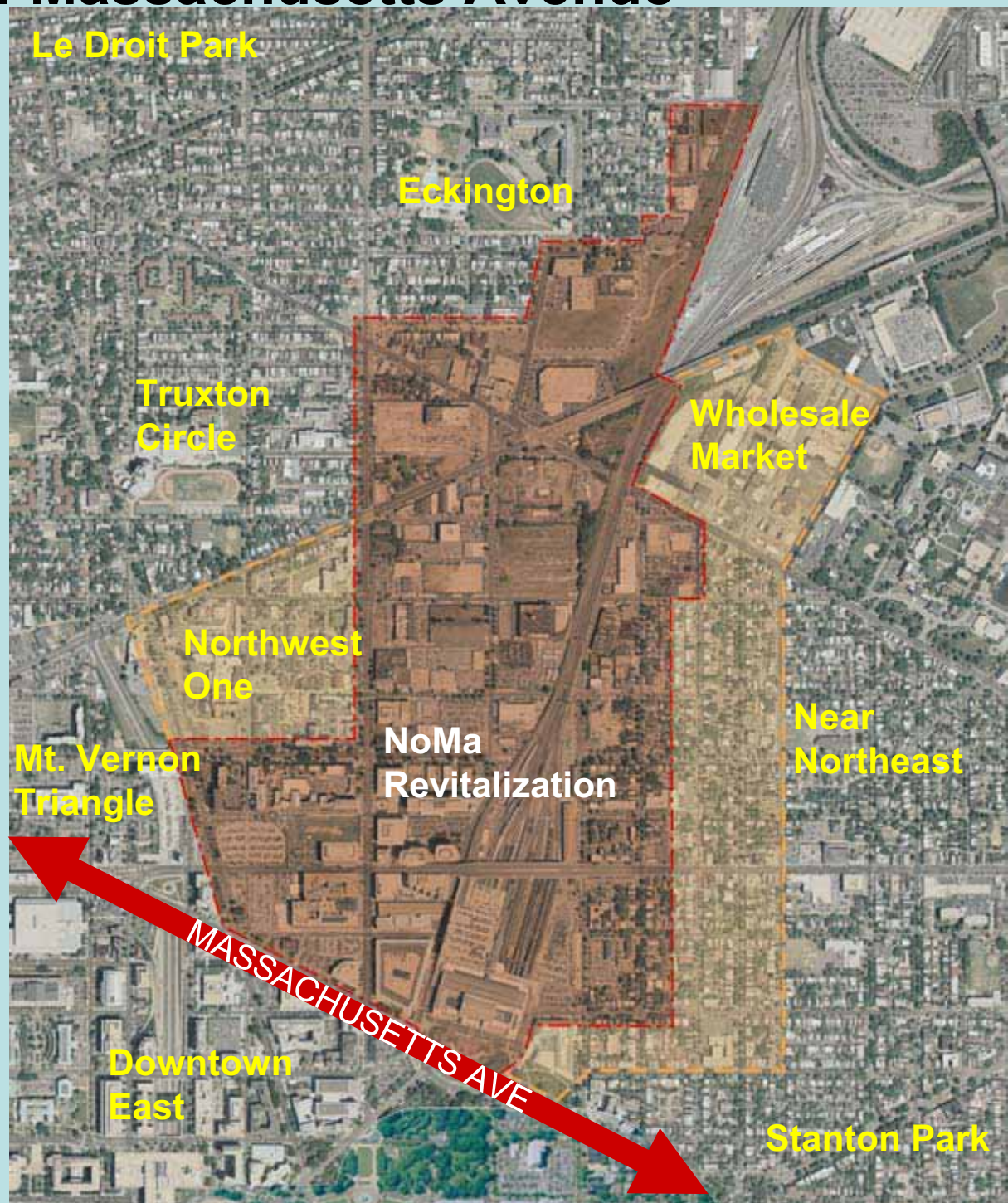
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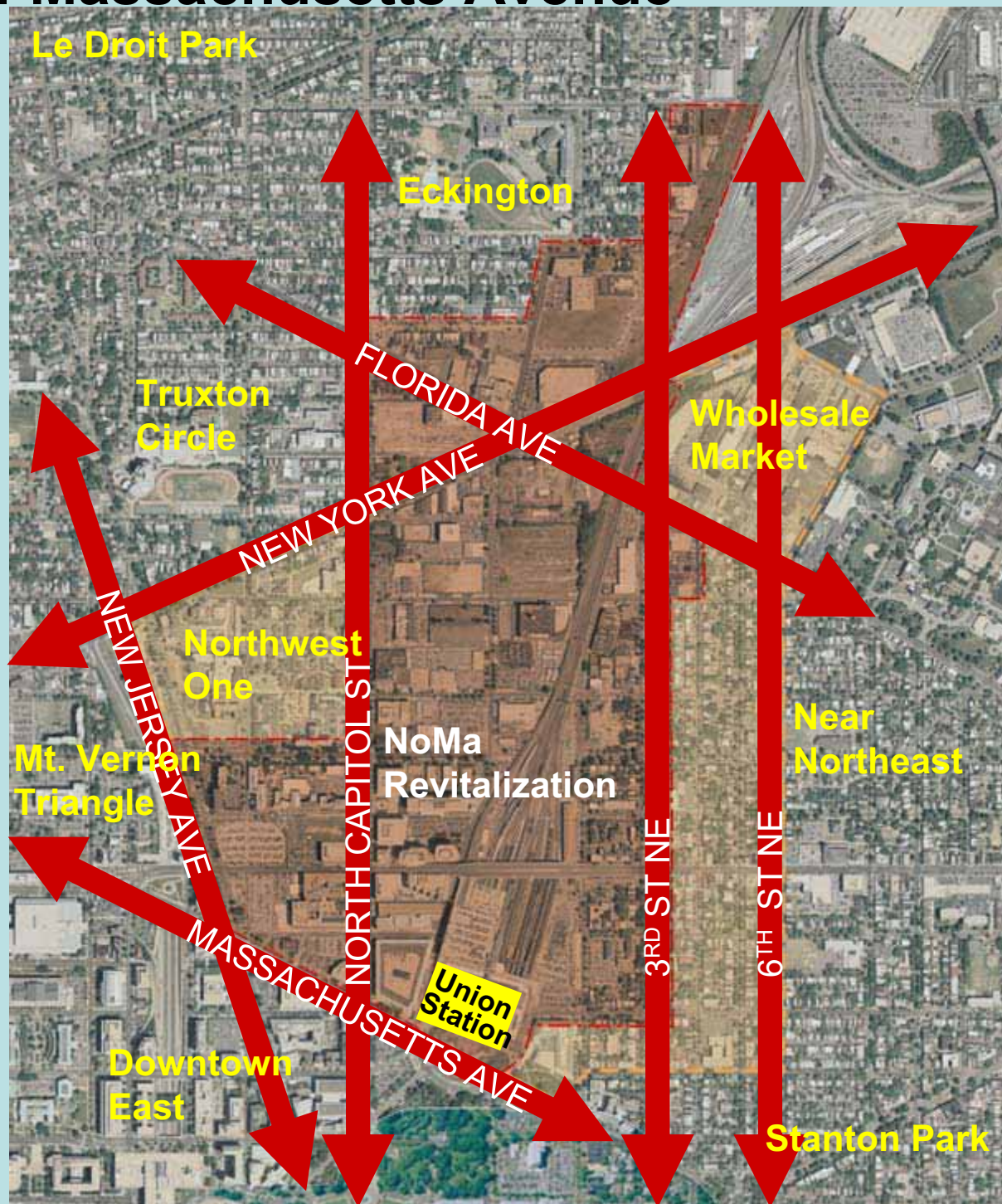
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GROUP DISCUSSION



Building on Existing Assets...

>Historic Resources

>Existing Neighborhoods

>Other Unique Characteristics

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Historic Resources

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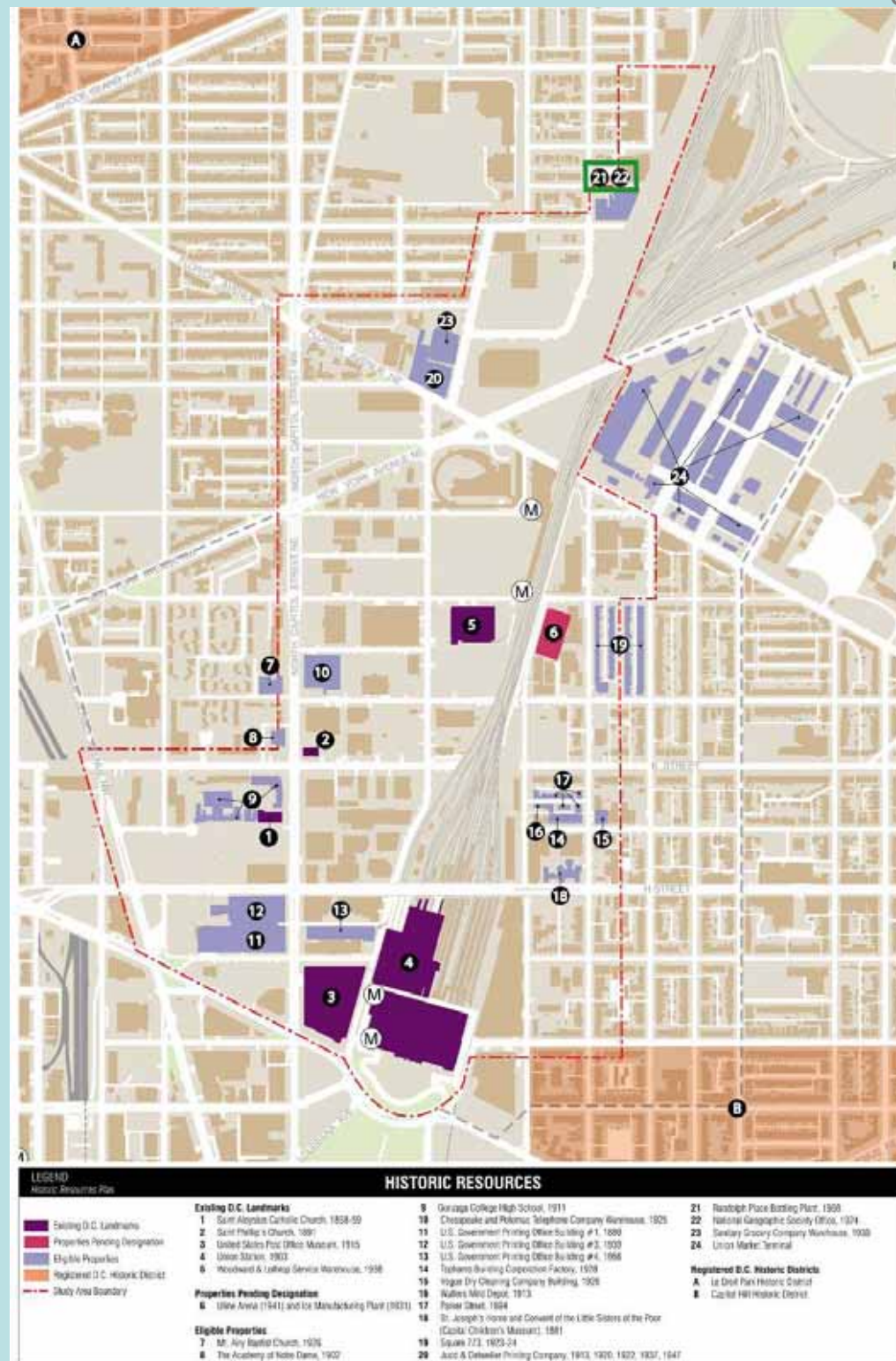
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Historic Resources

>Union Station

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>U.S. Government Printing
Office



Historic Resources

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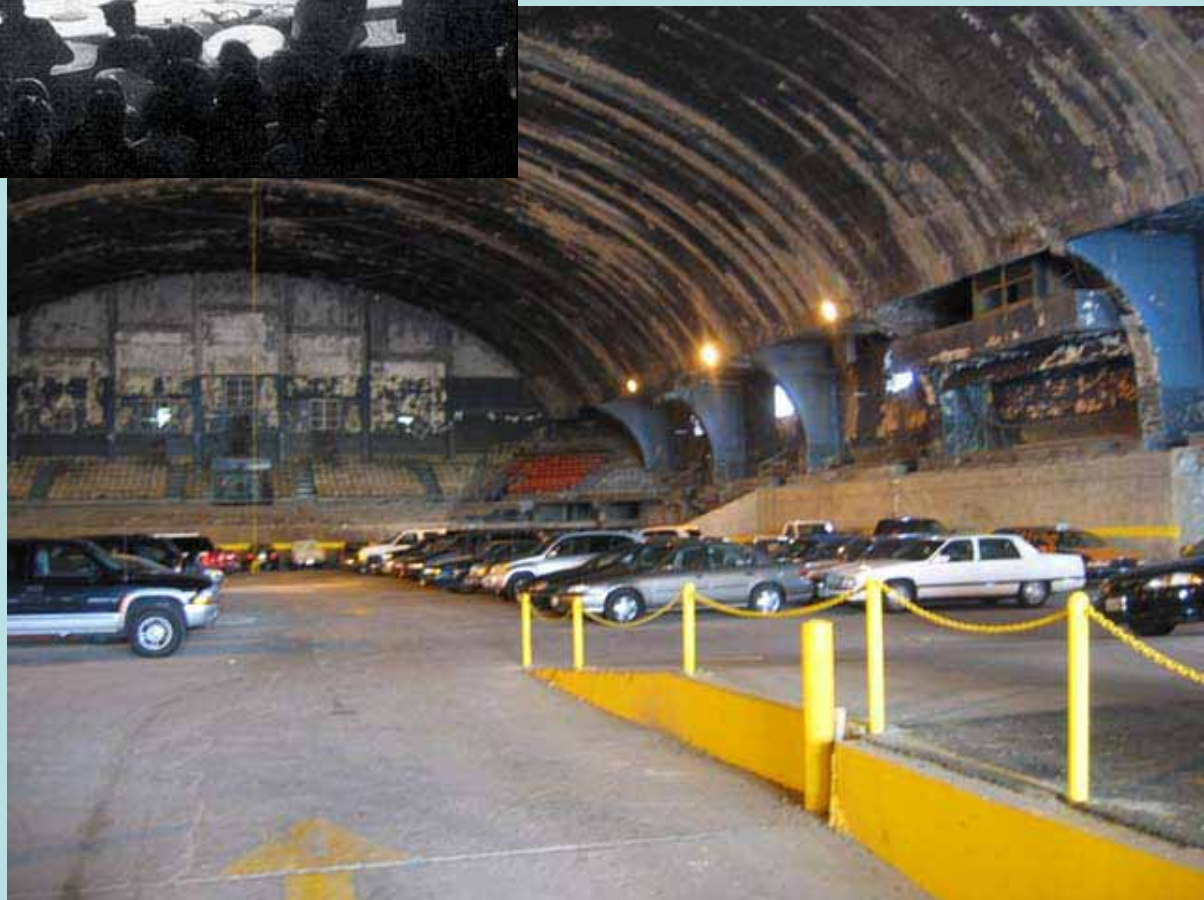
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>Uline Arena

Historic Resources

>One NoMa Station (old Woodward & Lothrop Warehouse)

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Existing/ Nearby Neighborhoods & Institutions

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Existing/ Nearby Neighborhoods & Institutions

>Truxton Circle

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Existing/ Nearby Neighborhoods & Institutions

>Northwest One & concentration of affordable housing

>Proposed redevelopment



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Existing/ Nearby Neighborhoods & Institutions

>Eckington

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Existing/ Nearby Neighborhoods & Institutions

>Near Northeast

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Existing/ Nearby Neighborhoods & Institutions

>Stanton Park

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Existing/ Nearby Neighborhoods & Institutions

>H Street Corridor Revitalization Plans

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Existing/ Nearby Neighborhoods & Institutions

>Gallaudet University

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Existing/ Nearby Neighborhoods & Institutions

>Wholesale Market

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Other NoMA Site Assets

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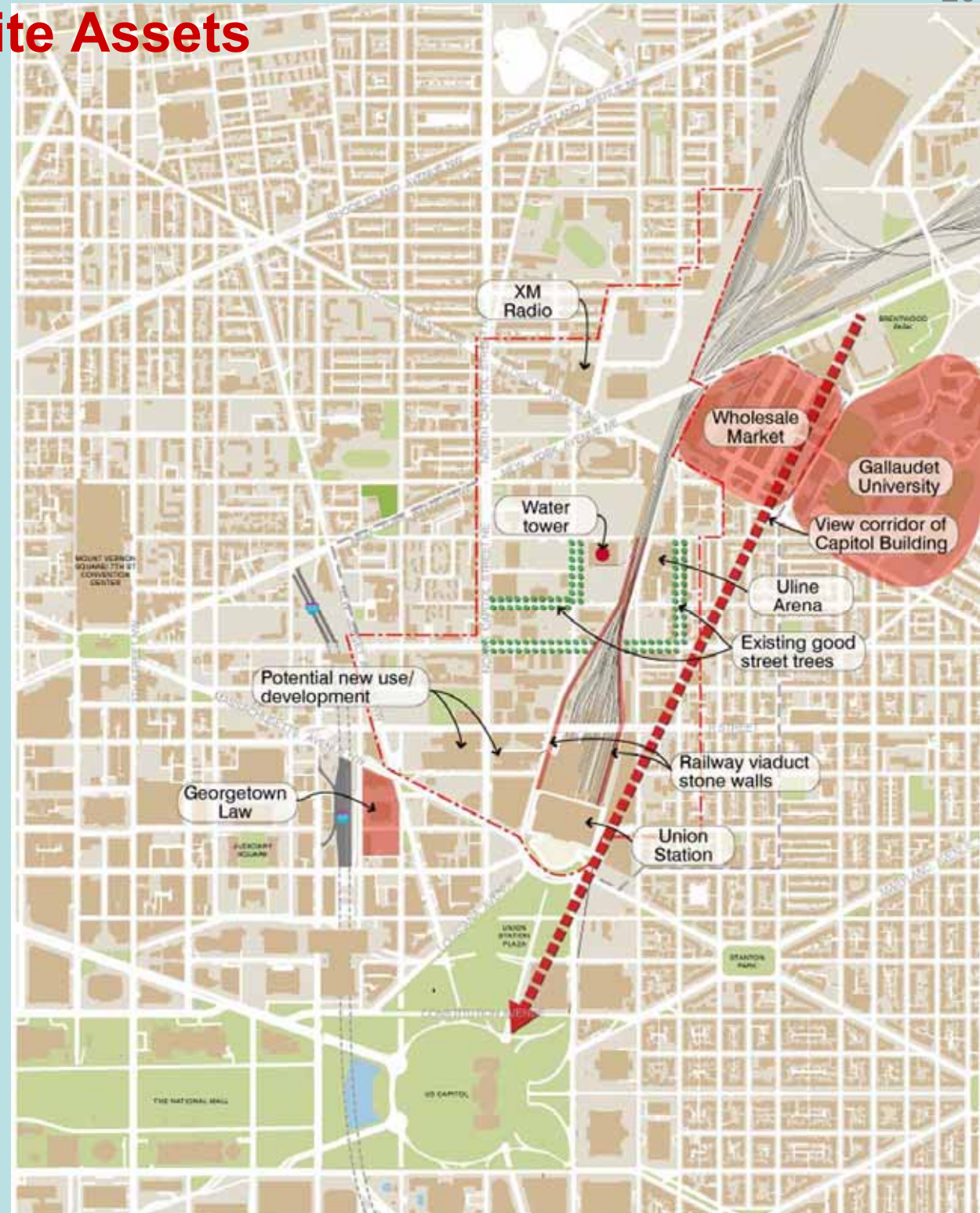
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Other NoMA Site Assets

>Transit Access at Union Station & New York Avenue Metro Station

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Other NoMA Site Assets

- > Presence of L'Enfant Plan/ Capital Orientation & Views
- > Physical proximity to U.S. Capitol



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Other NoMA Site Assets

>Industrial/ Warehouse Identity & Familiar 'Brand' Identities ("NoMA", "XM Radio")

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Other NoMA Site Assets

>Existing Street Trees

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Other NoMA Site Assets

>Interesting Mix of
Infrastructure &
Architectural elements

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An area about to undergo incredible change...

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Could easily become another 9-to-5 DC office district...

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But it could become a vibrant, mixed-use neighborhood...

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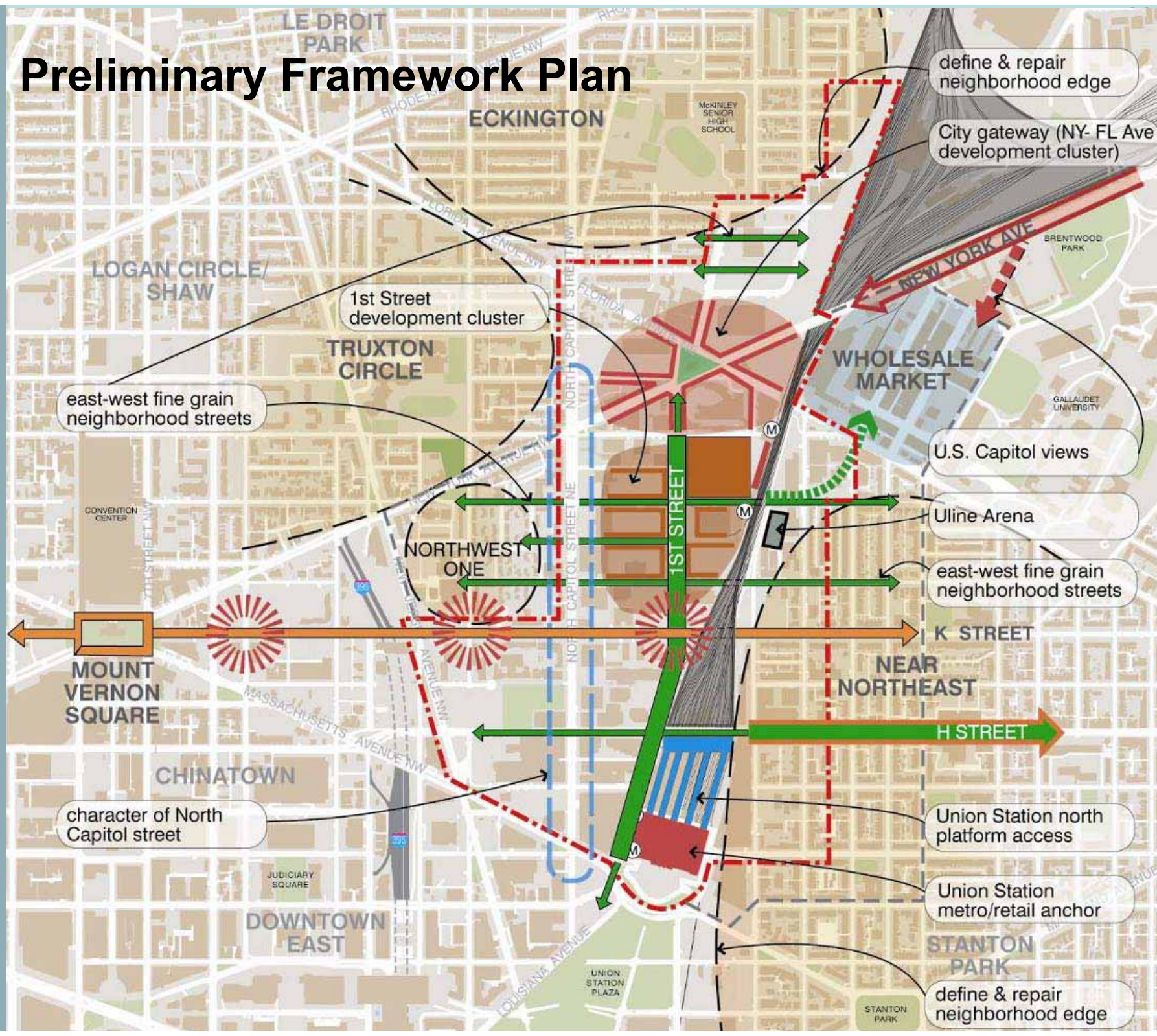
MARKET

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Preliminary Framework Plan

- INTRO
- ASSETS
- EMERGING VISION
- 1: land use
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Emerging Action Strategy & Vision Plan:

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DISCUSSION

1) Land Use

2) Transportation and Infrastructure

3) Public Realm and Open Space

4) Neighborhood Preservation

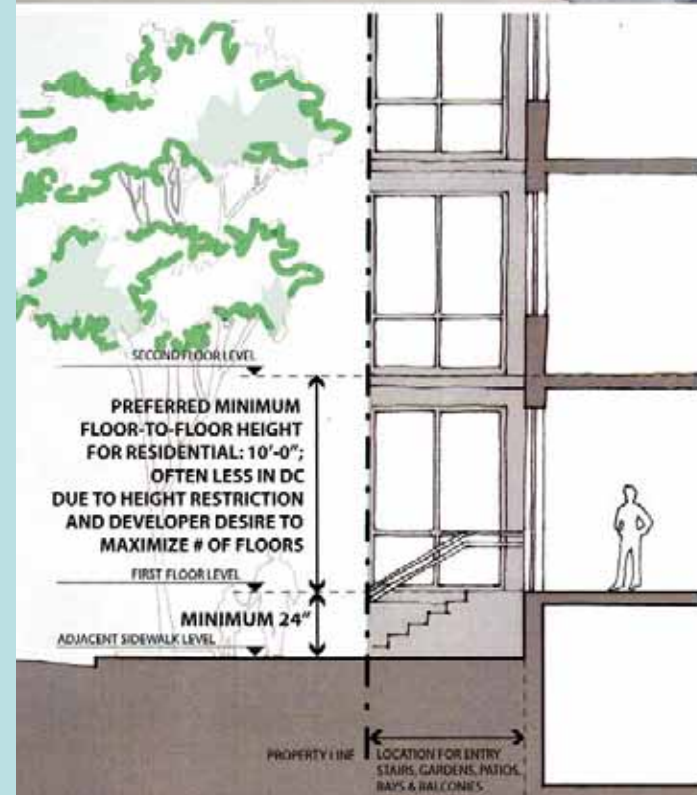
Emerging Action Strategy & Vision Plan:

Land Use

- A roughly equal mix of residential and office uses

- Active ground floors

- Multiple individual entrances



DRAFT

INTRO

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Emerging Action Strategy & Vision Plan:

Land Use

- Ground floor residential in key locations (multiple individual entrances)



KEY

-  EXISTING GROUND-FLOOR RESIDENTIAL
-  POTENTIAL GROUND-FLOOR RESIDENTIAL



BRE

Emerging Action Strategy & Vision Plan:

Land Use

- Ground floor residential in key locations (multiple individual entrances)

1: land use

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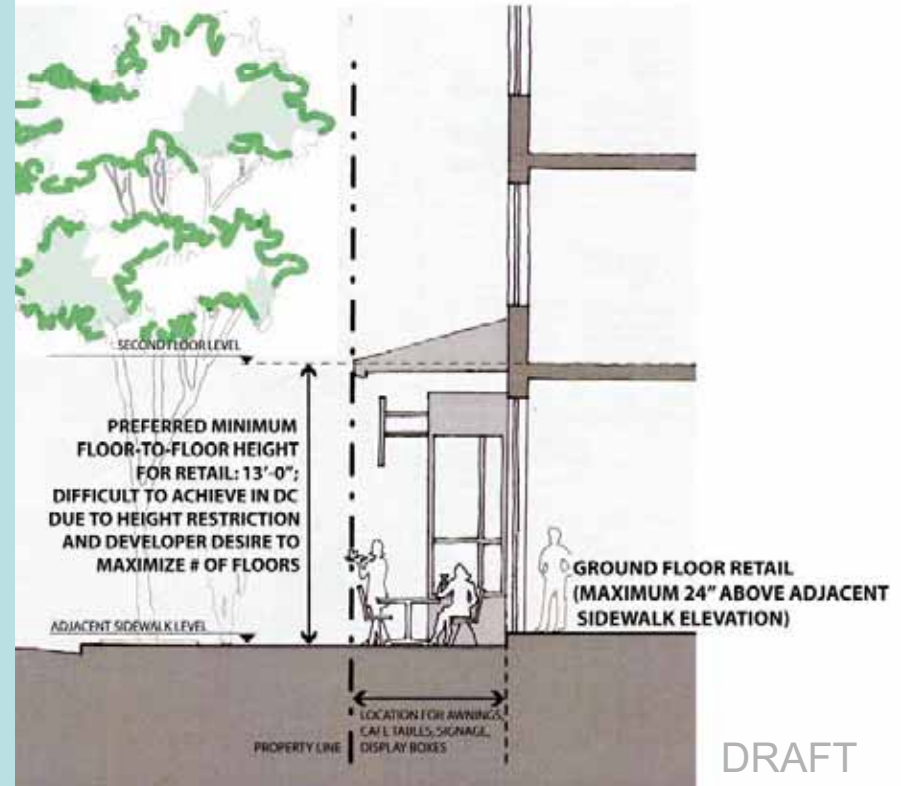
GROUP
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Emerging Action Strategy & Vision Plan:

Land Use

- Mix of uses with active ground floors
- Vibrant ground floor retail



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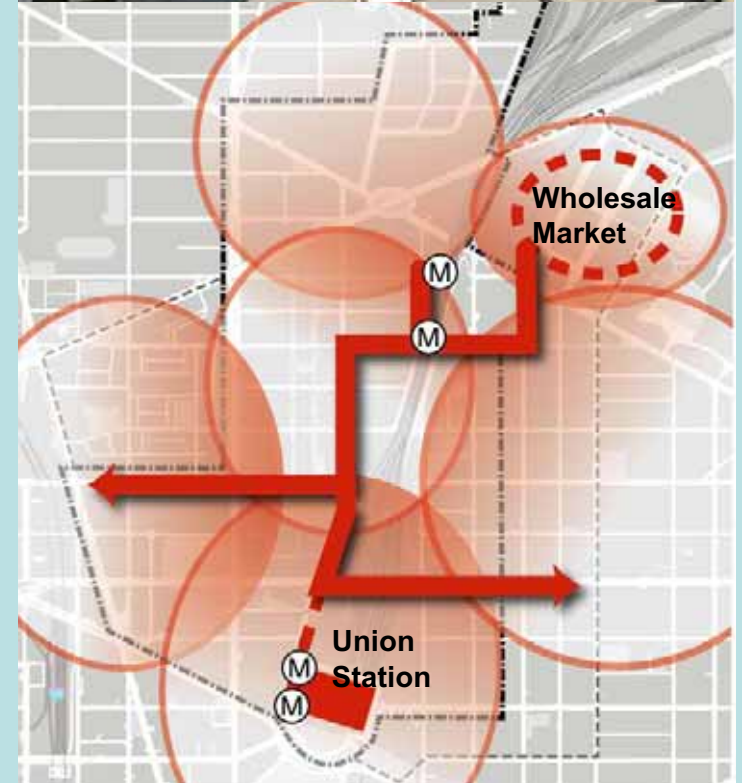
GROUP
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Emerging Action Strategy & Vision Plan:

Land Use: Retail in key locations



Isolated Retail



Coordinated Retail Corridors

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Emerging Action Strategy & Vision Plan:

Land Use

- Retail in key locations

KEY

- EXISTING & PLANNED RETAIL
- POTENTIAL LOCATIONS FOR FUTURE RETAIL
- ■ ■ POTENTIAL LOCATIONS FOR TEMPORARY/VENDOR RETAIL



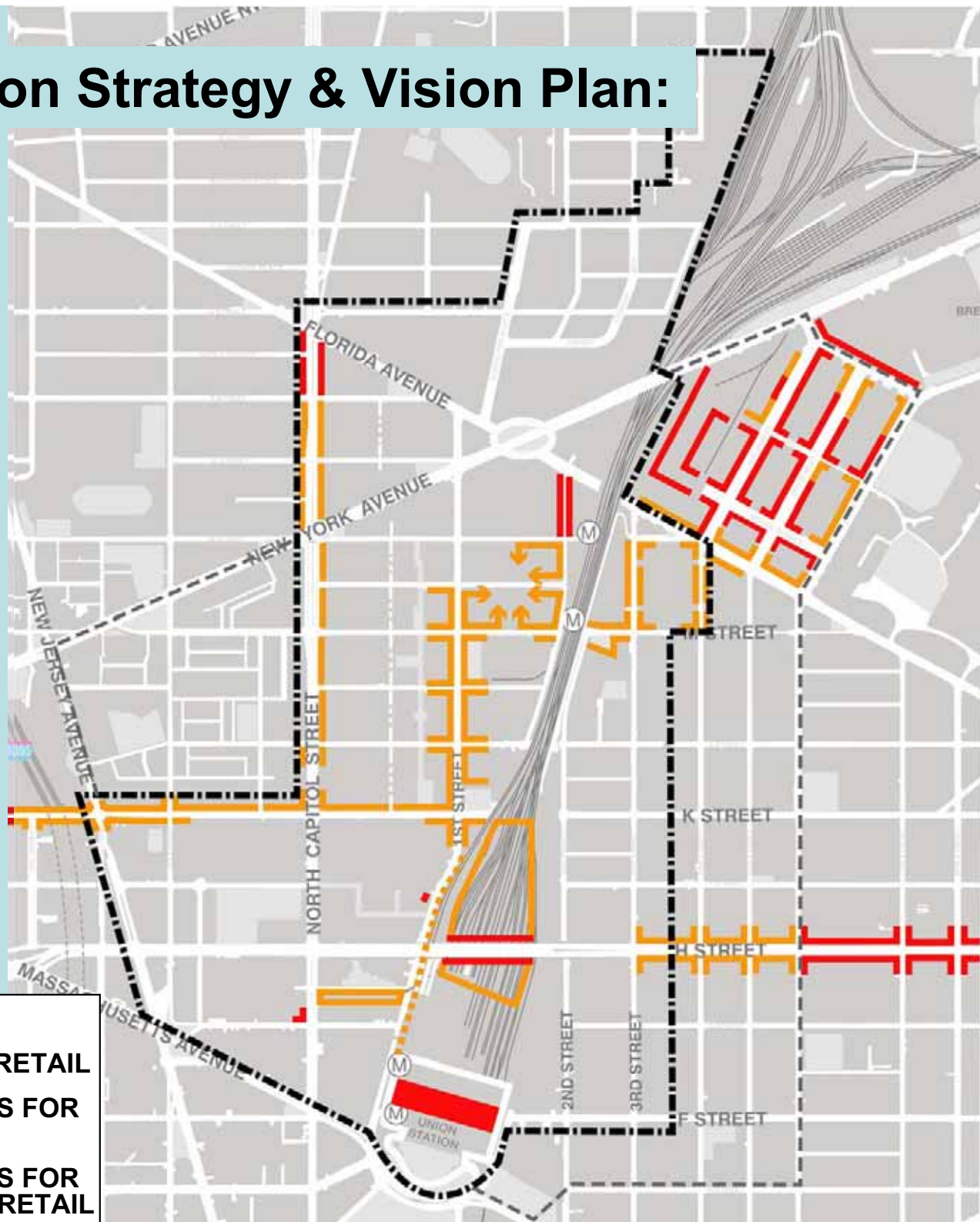
Emerging Action Strategy & Vision Plan:

Land Use

- Retail in key locations

KEY

- EXISTING & PLANNED RETAIL
- POTENTIAL LOCATIONS FOR FUTURE RETAIL
- ■ ■ POTENTIAL LOCATIONS FOR TEMPORARY/VENDOR RETAIL



Emerging Action Strategy & Vision Plan:

Land Use

- Retail in key locations



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Emerging Action Strategy & Vision Plan:

Land Use

- Temporary/ Vendor retail



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Emerging Action Strategy & Vision Plan:

Land Use

- Temporary/ Vendor retail



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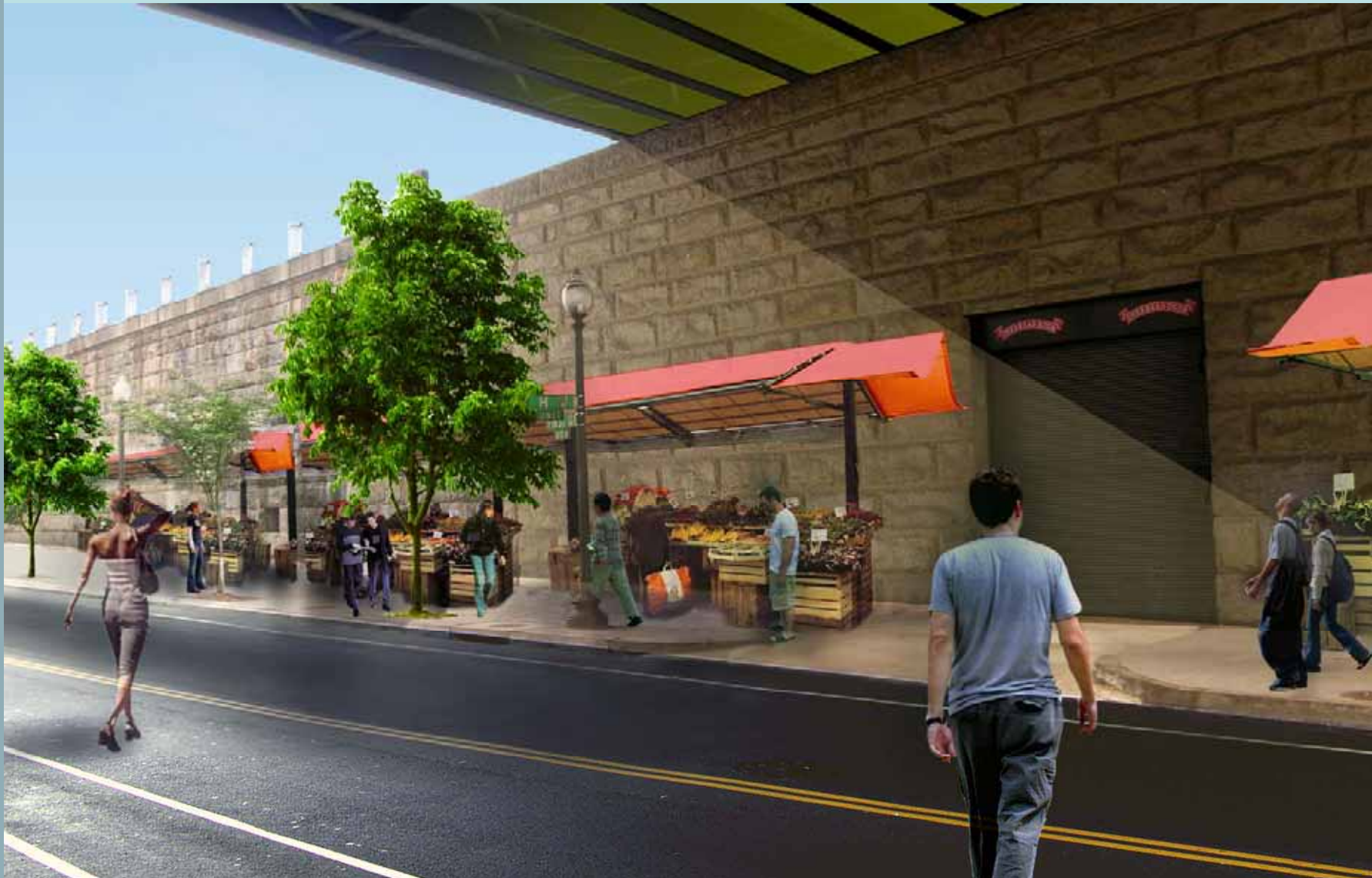
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Emerging Action Strategy & Vision Plan:

Land Use

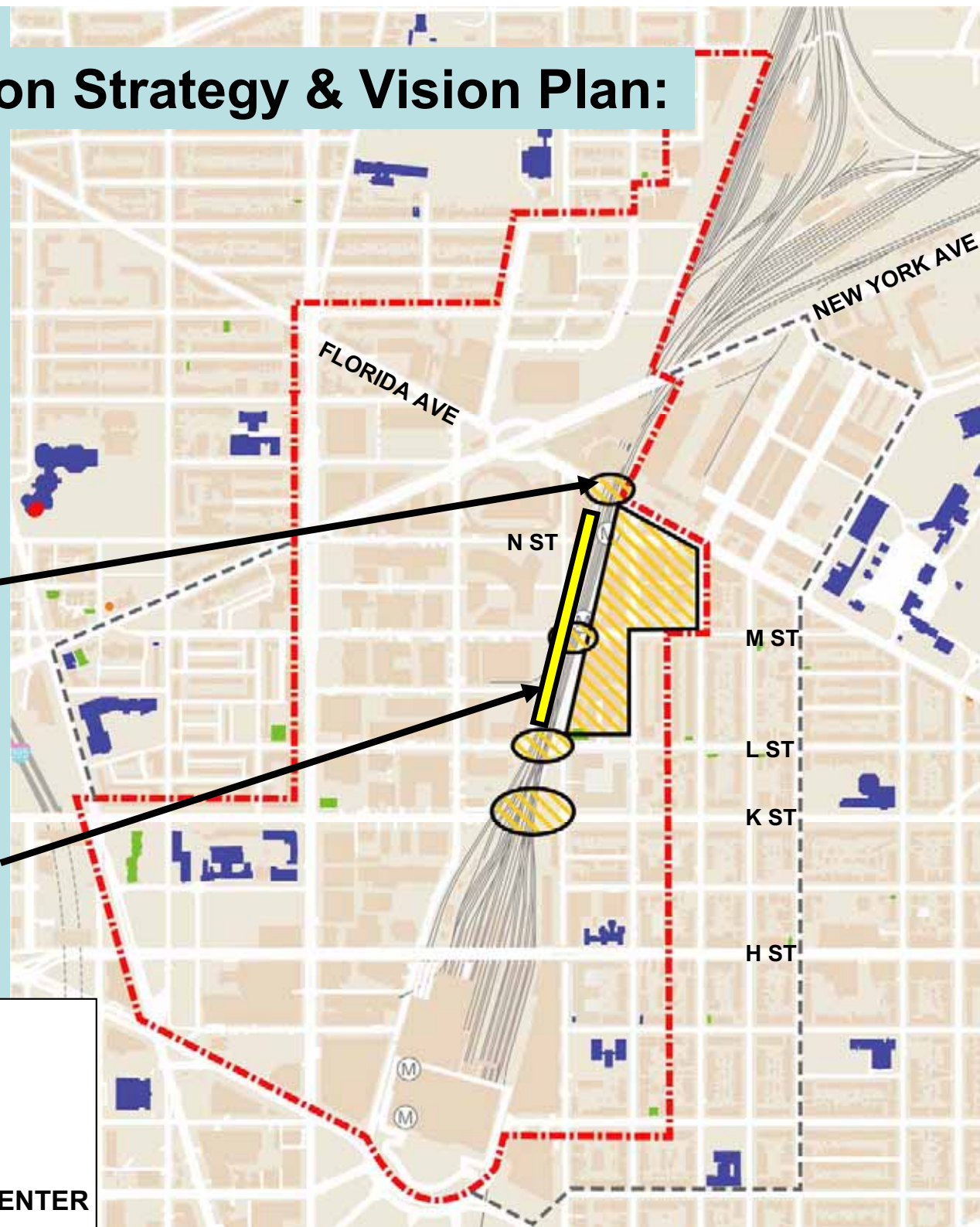
- Cultural/ Arts & Community uses

POTENTIAL NoMA ARTS DISTRICT & PUBLIC ART UNDERPASSES

POTENTIAL NoMA ART-WALK (Met Branch Trail)

KEY

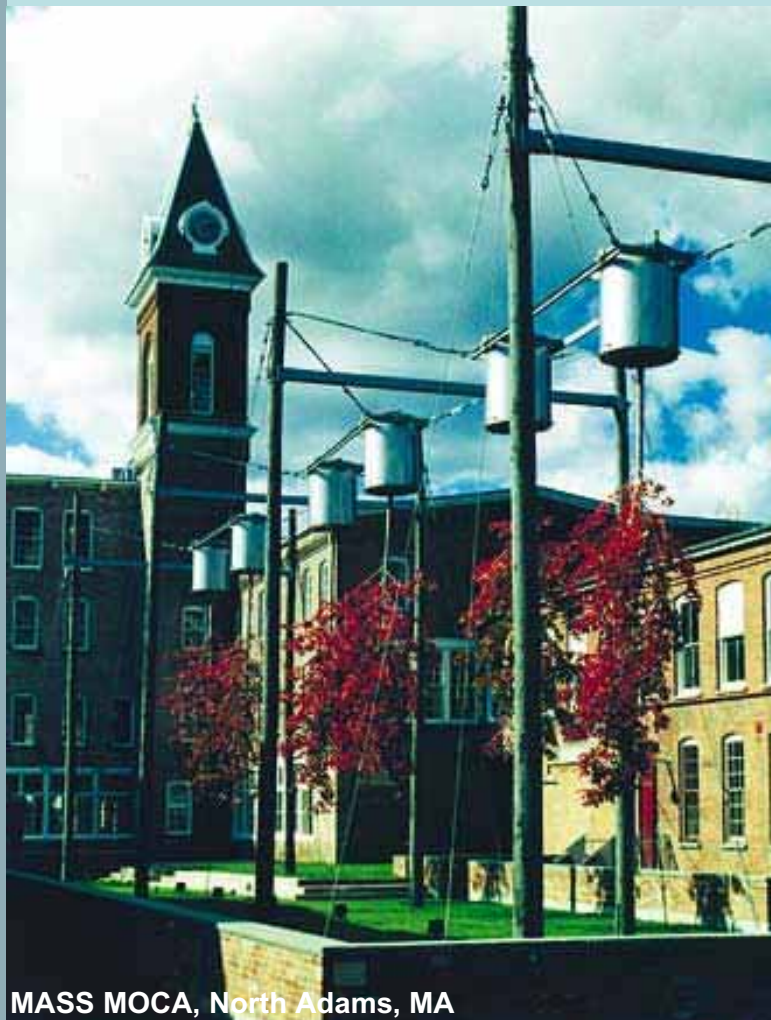
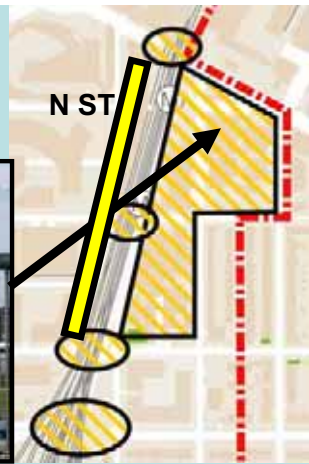
- | | |
|---|-------------------------------|
|  | SCHOOLS |
|  | LIBRARIES |
|  | PLACES OF WORSHIP |
|  | YOUTH/COMMUNITY CENTER |



Emerging Action Strategy & Vision Plan:

Land Use

- Cultural/ Arts & Community uses



MASS MOCA, North Adams, MA



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Emerging Action Strategy & Vision Plan:

Land Use

- Vibrant architecture
- Flexible space
- Raw lofts



'COOL' ARCHITECTURE
BUILDING PRECEDENTS:
TAPPING INTO A NEW MARKET (RAW LOFTS, FLEXIBLE SPACE, INNOVATIVE MATERIALS)

DRAFT

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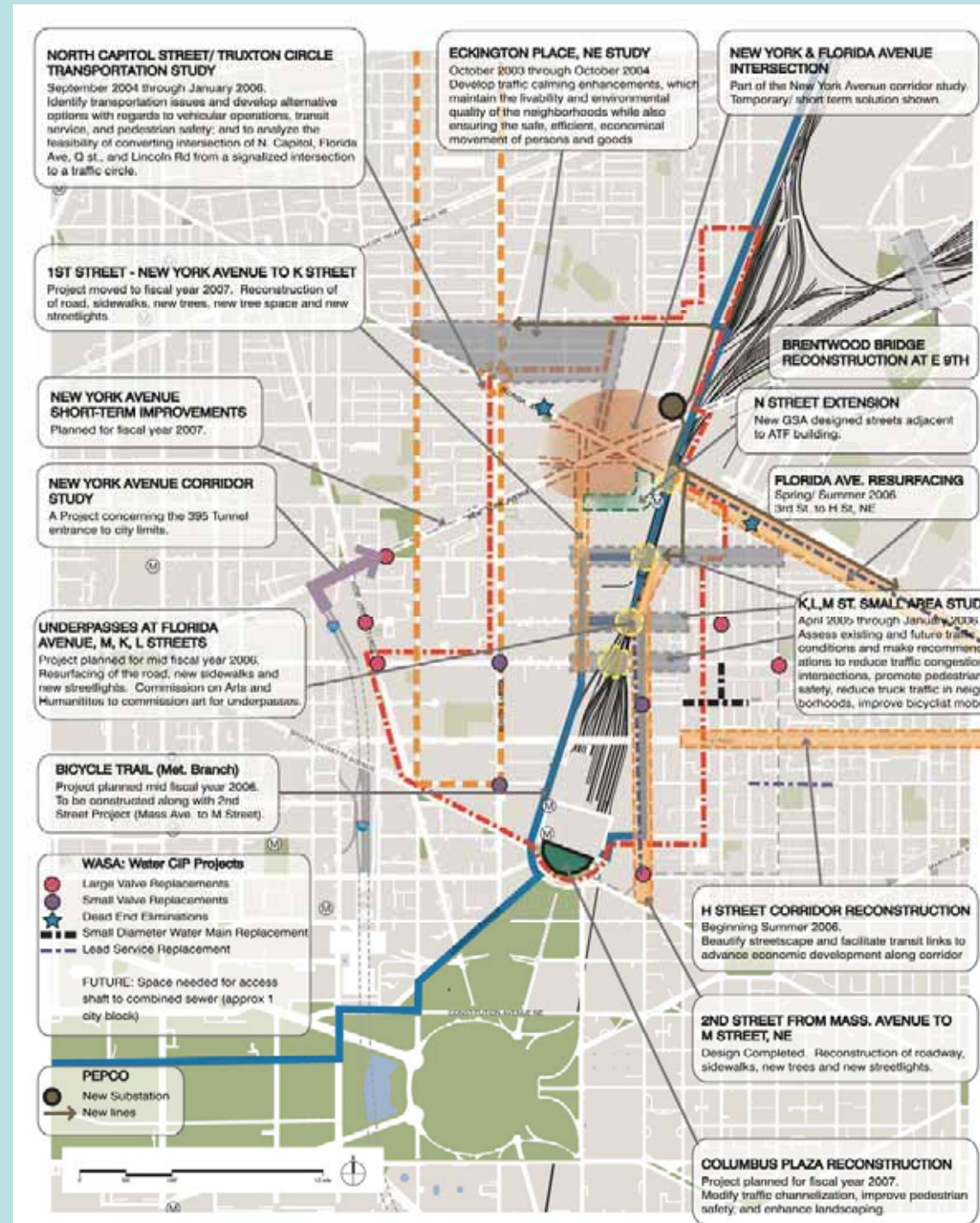
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Emerging Action Strategy & Vision Plan:

Transportation & Infrastructure

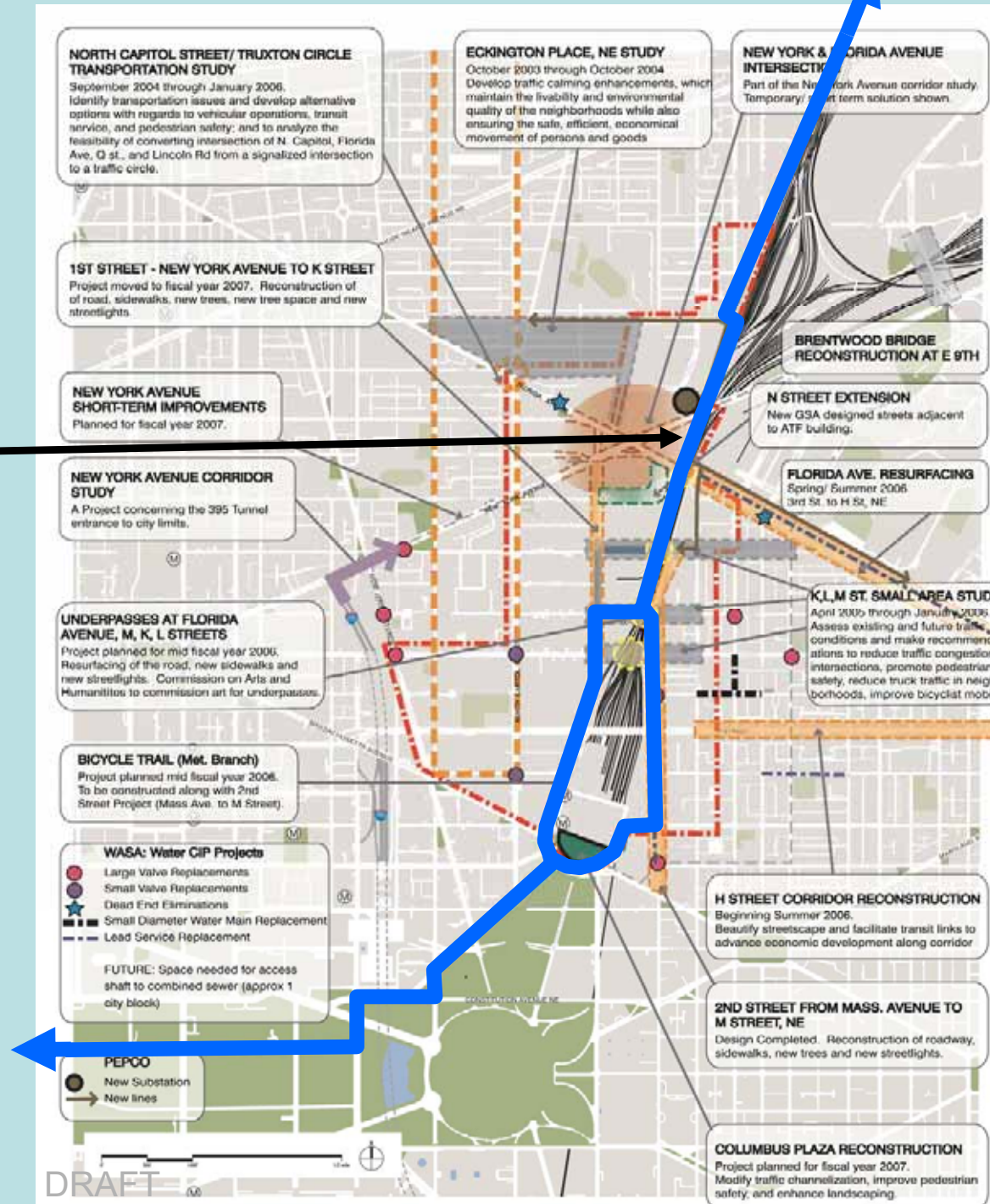
- Multi-modal balance



Emerging Action Strategy & Vision Plan:

Transportation & Infrastructure

- Multi-modal balance
- Metropolitan Branch Trail



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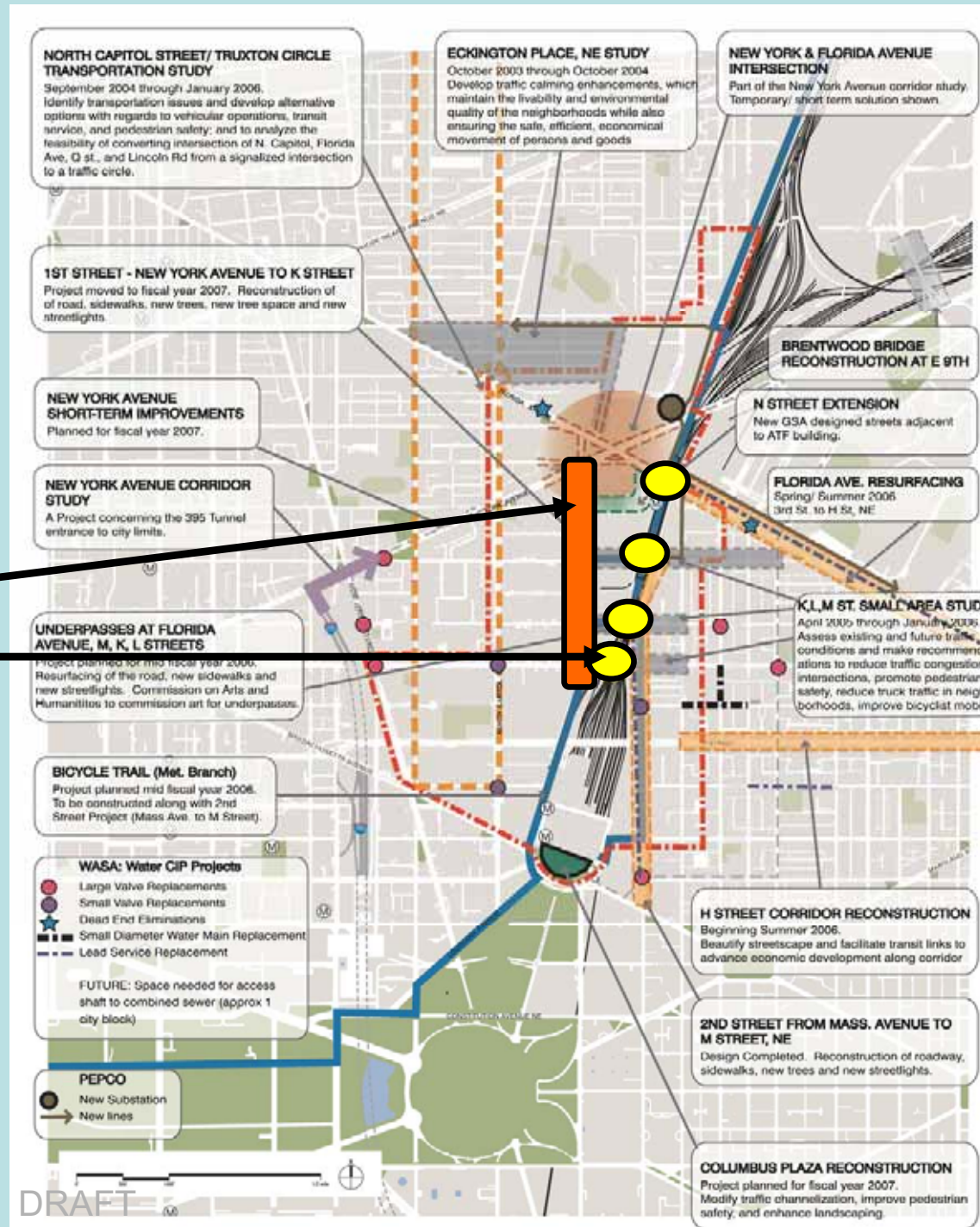
MARKET

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Emerging Action Strategy & Vision Plan:

Transportation & Infrastructure

- Multi-modal balance
- Metropolitan Branch Trail
- 1st Street reconstruction
- Public Art: railway underpasses
- Utility capacity & coordination



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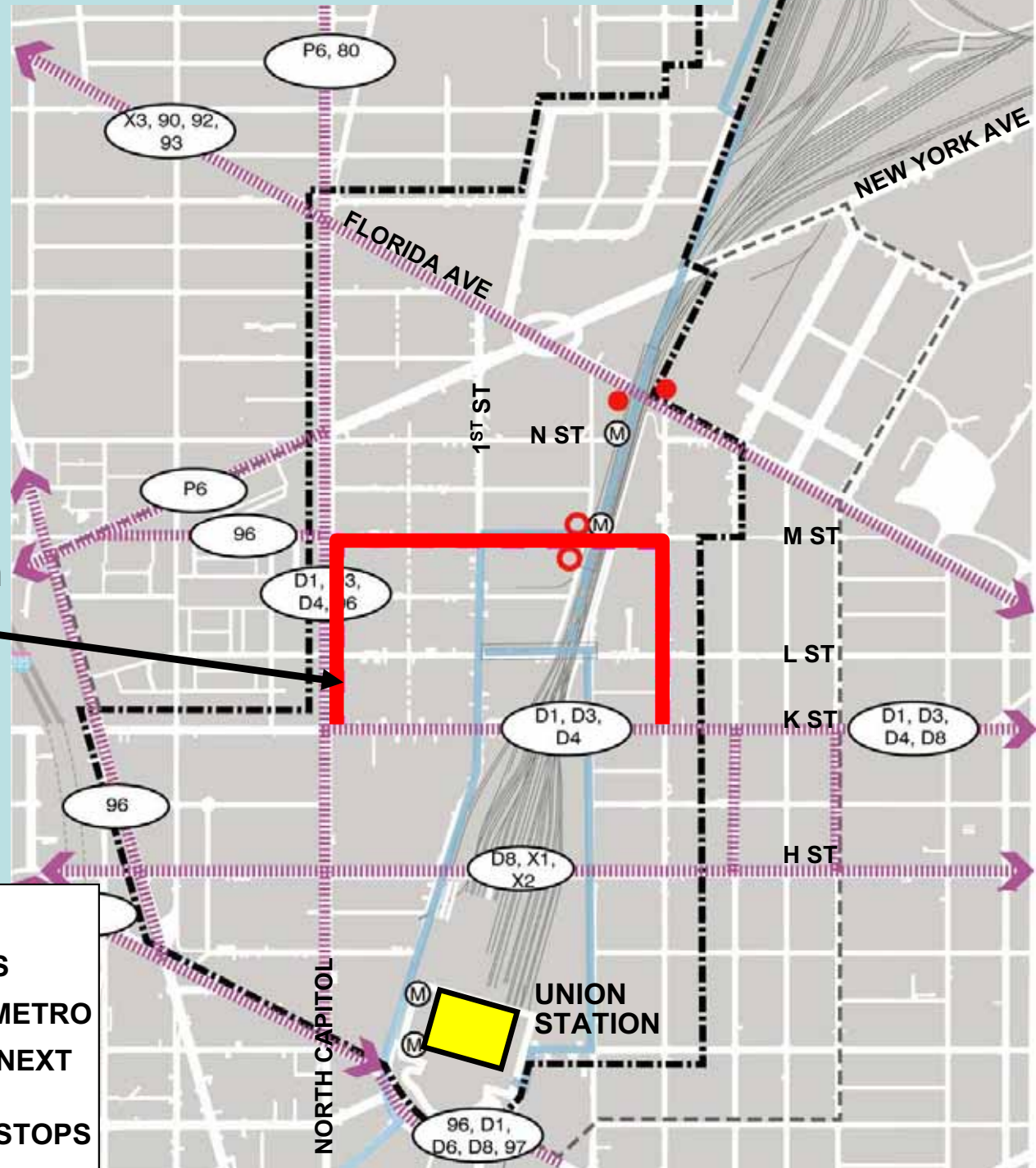
Emerging Action Strategy & Vision Plan:

Transportation & Infrastructure

- Transportation improvements for accessibility, safety
- Improved connections to NY Ave Metro station (bus & pedestrian)
- Improve Union Station as multi-modal hub

KEY

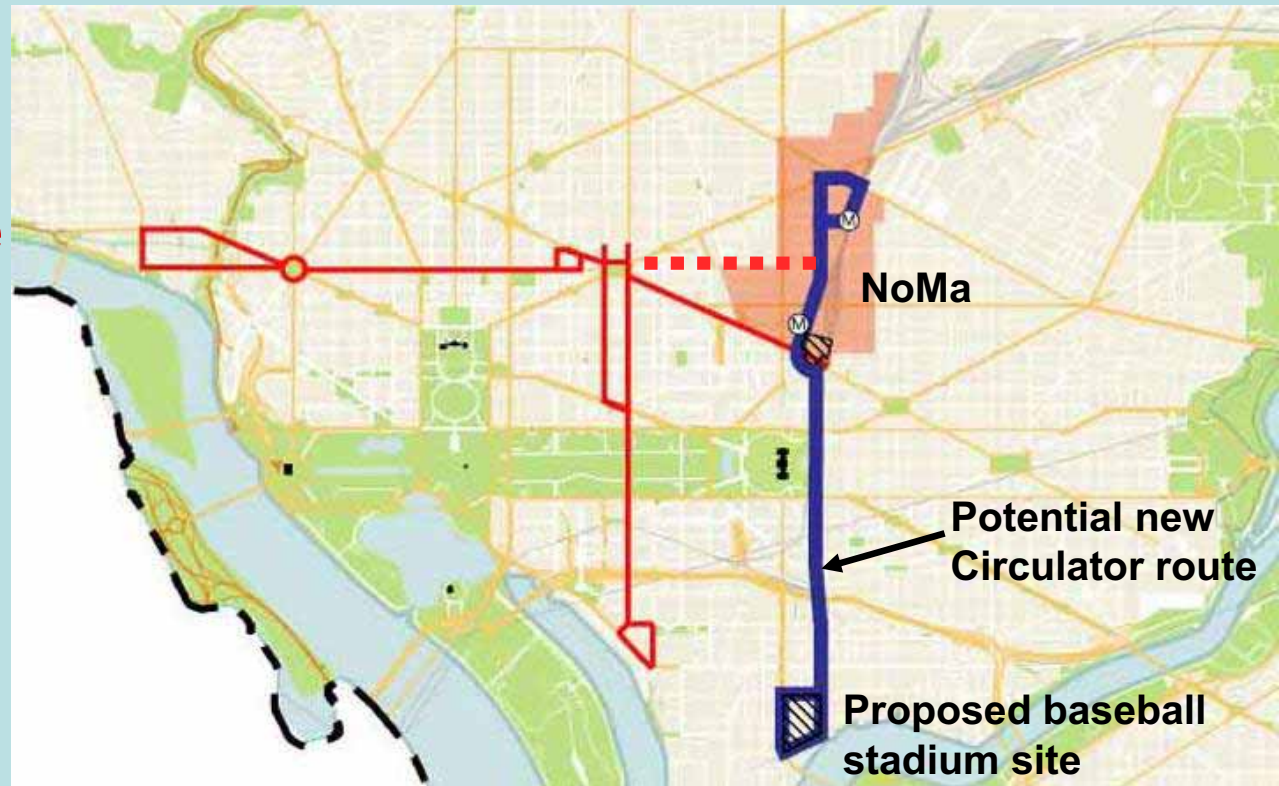
- EXISTING BUS ROUTES
- POTENTIAL LOOP TO METRO
- EXISTING BUS STOPS NEXT TO METRO
- POTENTIAL NEW BUS STOPS



Emerging Action Strategy & Vision Plan:

Transportation & Infrastructure

- Connections to proposed K street Transit Way
- Potential new Circulator route



K STREET

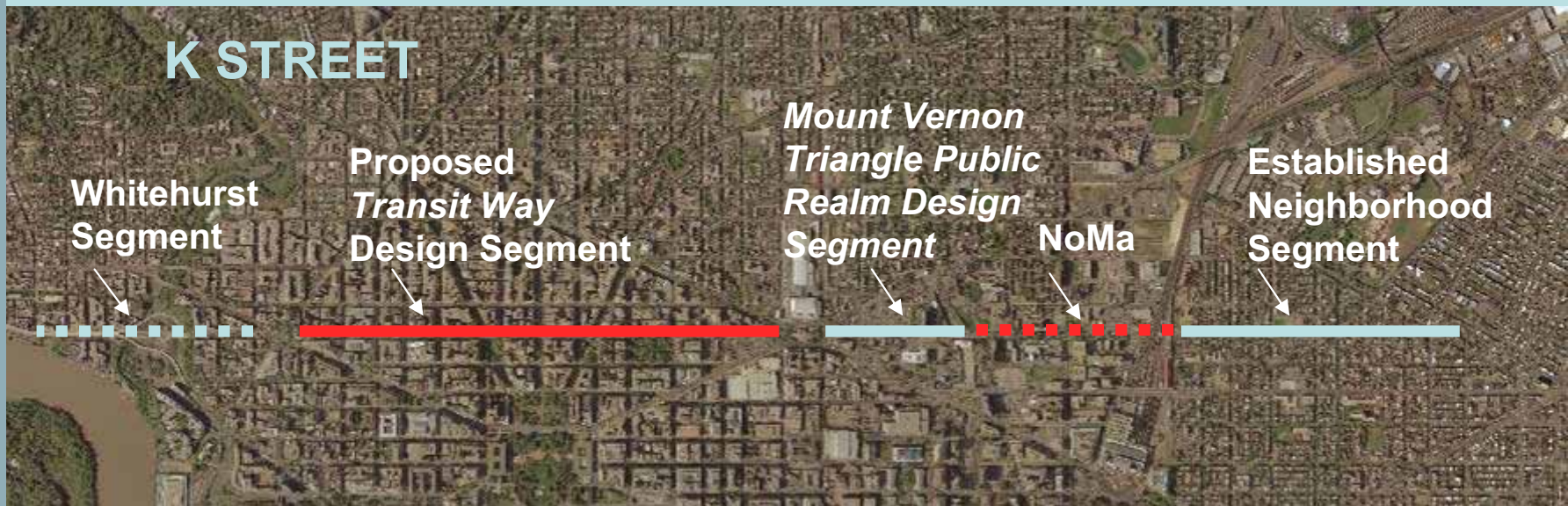
Whitehurst Segment

Proposed
Transit Way
Design Segment

Mount Vernon
Triangle Public
Realm Design
Segment

NoMa

Established
Neighborhood
Segment



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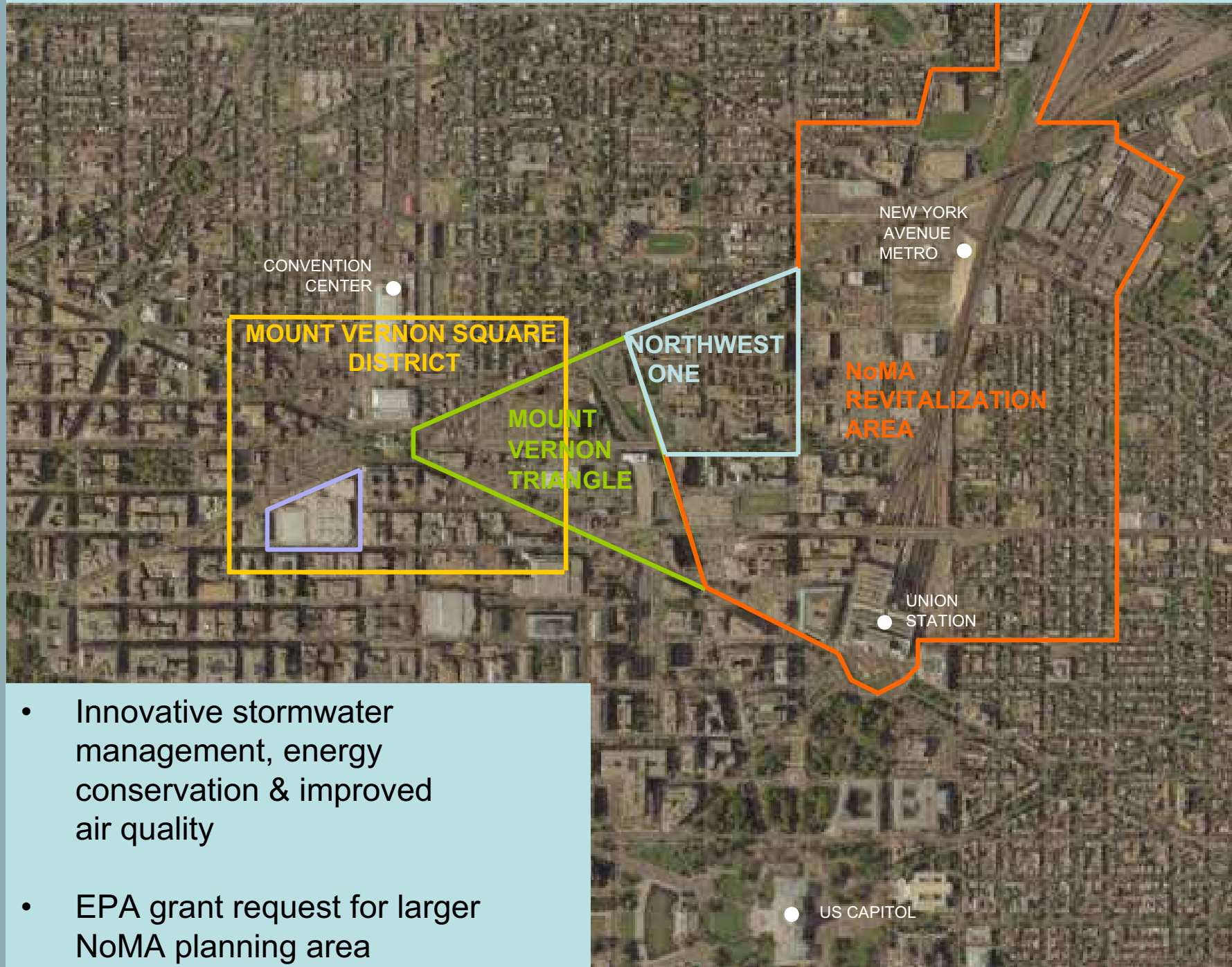
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- Innovative stormwater management, energy conservation & improved air quality
- EPA grant request for larger NoMA planning area

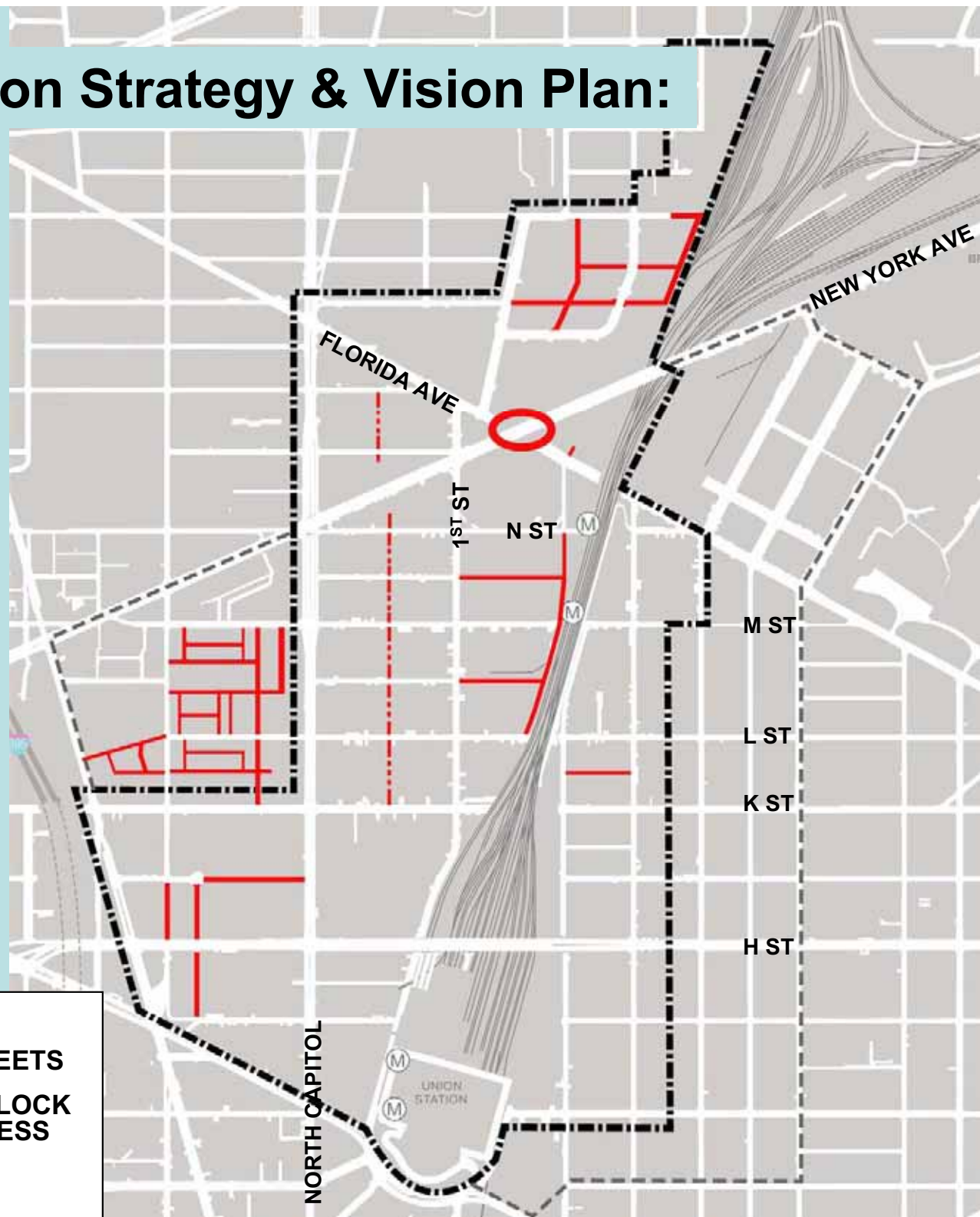
Emerging Action Strategy & Vision Plan:

Public Realm & Open Space

- Improved street network
- Pedestrian-friendly streets & sidewalks
- Stronger connections to Union Station

KEY

- POTENTIAL NEW STREETS
- - - COORDINATED MID-BLOCK SERVICE/ ALLEY ACCESS



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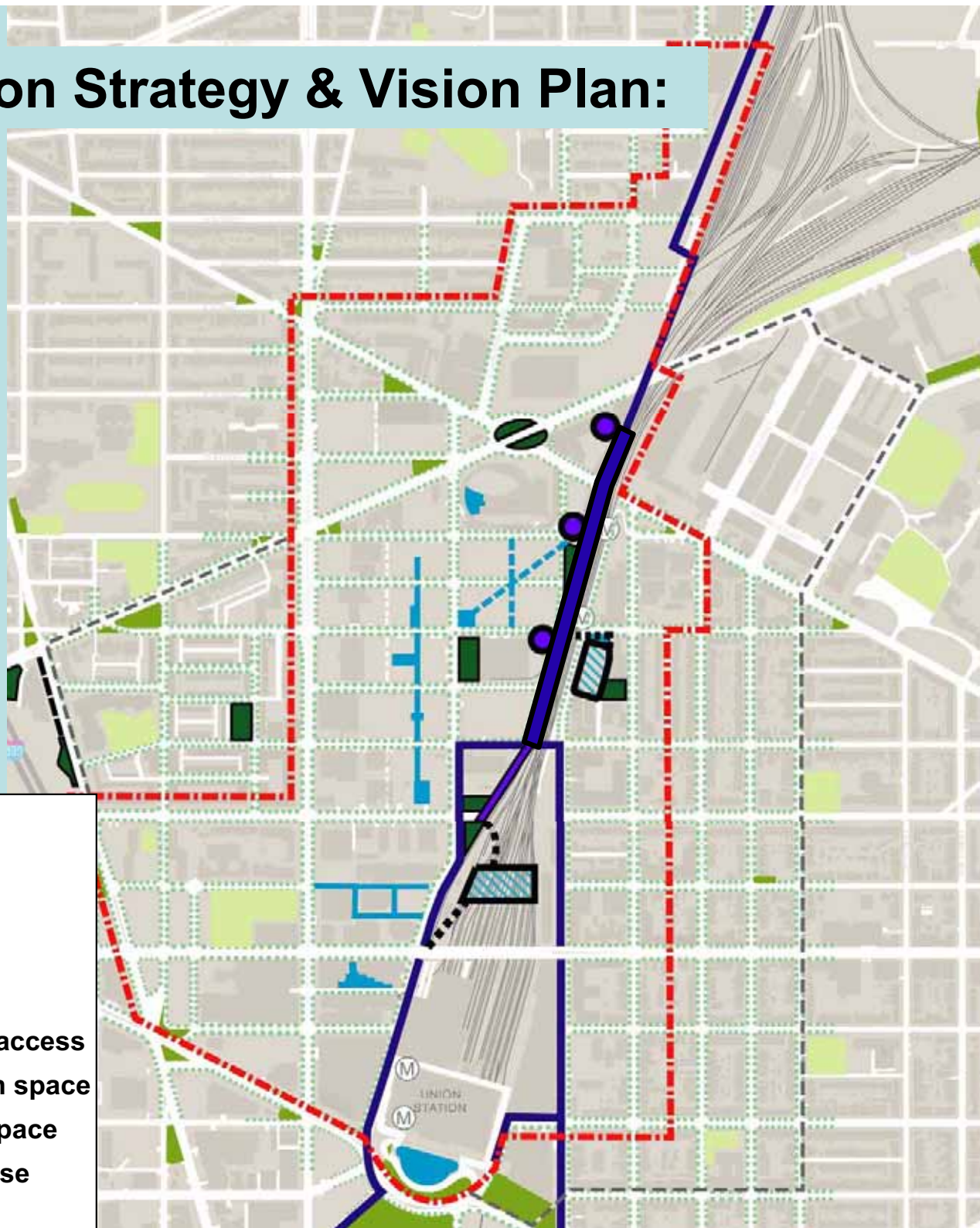
Emerging Action Strategy & Vision Plan:

Public Realm & Open Space

- Network of open spaces
- Improved links to surrounding neighborhoods

KEY

-  Met. Branch Trail
-  Elevated M.B. Trail
-  Potential extension of elevated M.B. Trail
-  Potential elevated trail access
-  Potential unpaved open space
-  Potential paved open space
-  Potential recreational use
-  Street trees



Emerging Action Strategy & Vision Plan:

Public Realm & Open Space

- 1st Street before



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Emerging Action Strategy & Vision Plan:

Public Realm & Open Space

- 1st Street after



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Emerging Action Strategy & Vision Plan:

Public Realm & Open Space

- North Capitol Street



**View of North Capitol taken
from Northwest One plan**



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Emerging Action Strategy & Vision Plan:

Neighborhood Preservation

- Adequate scale transitions (height & street-level architectural treatment)
- Historic preservation
- Pedestrian Safety
- Walkable streets during construction
- Community involvement
- Parking
- Institutions/Community Facilities

Near Northeast



Eckington



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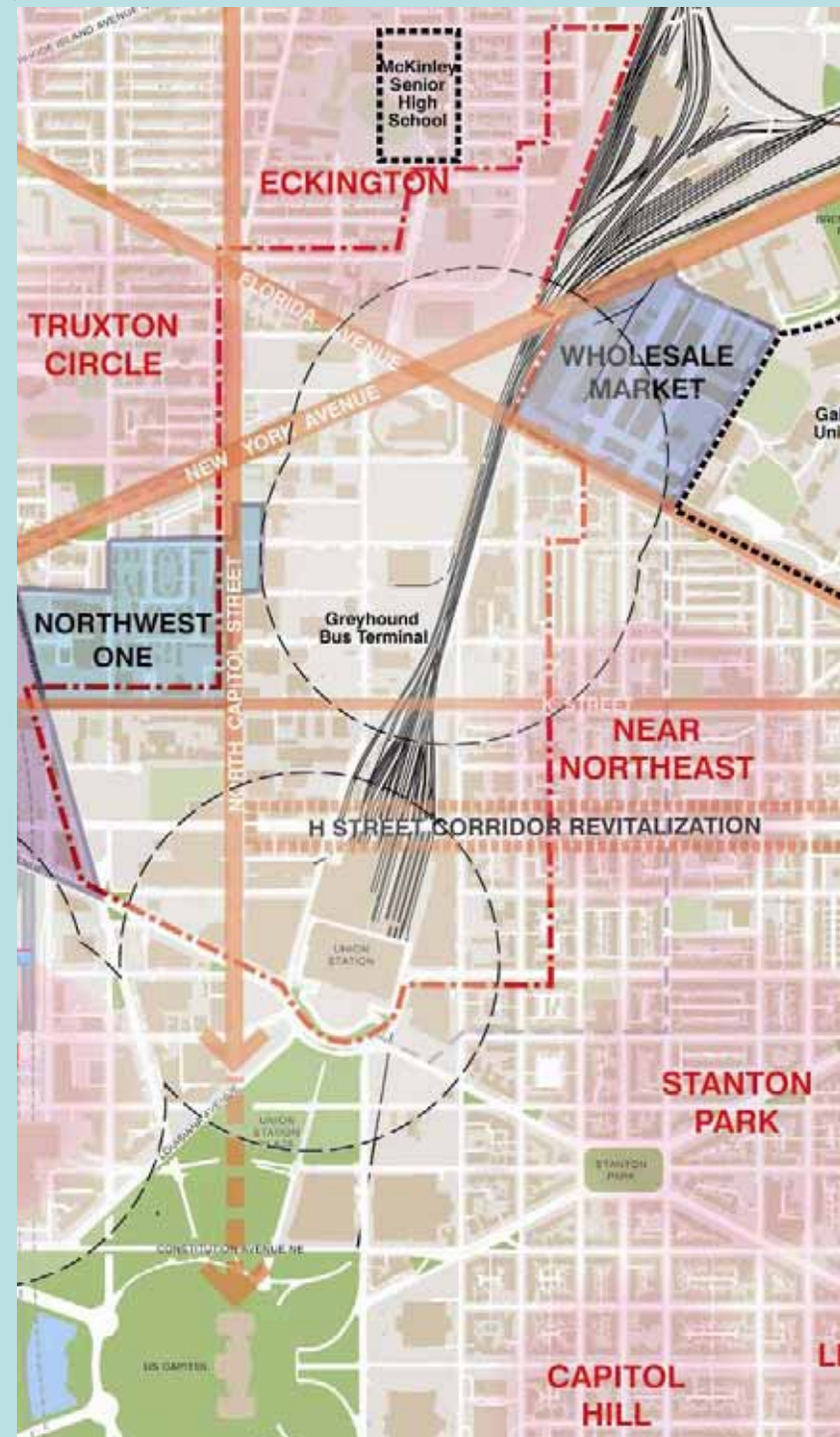
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Market Assessment: **Potential Development**

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- 18 – 26 million square feet of new proposed and potential development over 20 years
- With a 50-50 mix of office-residential:
 - 9 – 13 million sf residential = 9,000 to 13,000 units
 - Added residential population of 16,000 to 24,000
 - 9 – 13 million sf of office
 - Added daytime work population of 40,000 to 58,000

Market Assessment: **Total Retail Potential**

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- **Residential**

- Supports 106,000 SF of retail
- Primarily groceries, pharmacy, convenience goods, general merchandise, electronics, office supplies, apparel, shoes, and restaurants.

- **Office**

- Supports 292,000 SF of retail
- Primarily groceries, pharmacy, convenience goods, general merchandise, electronics, office supplies, apparel, shoes, and restaurants.

- **Combined**

- Supports 398,000 SF of retail
- If developed incrementally, large scale retail (big box, destination restaurants, etc.) will not locate in NoMA as part of each individual project.
- Retail will likely go through multiple phases over the 10-20 year build out of NoMA, with larger, higher-end retailers replacing the original tenants once the residential and office markets grow to full size and stabilize.

Market Assessment: **Annual Retail Potential**

- **Residential**

- 10-year build out = 1 million SF per year = 1,000 units/year
 - Supports 10,600 SF of retail (approx. 1 block, 1 side)
- 20-year build out = 500,000 SF per year = 500 units/year
 - Supports 5,300 SF of retail (approx. ½ block, 1 side)

- **Office**

- 10-year build out = 1 million SF per year = 4,500 office workers/year
 - Supports 23,400 SF of retail (approx. 1 block, both sides)
- 20-year build out = 500,000 SF per year = 2,250 office workers/year
 - Supports 11,700 SF of retail (approx. 1 block, 1 side)

- **Combined**

- 10-year build out supports 34,000 SF of retail (approx. 2 blocks, 1 ½ sides)
- 20-year build out supports 17,000 SF of retail (almost 1 block, both sides)

What will it take? No interior cafeterias; assumes mix of retail appropriate to pace of development; office purchases could be at beginning of commute, not end; retail spending may also occur at existing Union Station retail center.

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Market Assessment: **RETAIL CONTEXT**

Retail is already planned for edges of NoMA:

- H Street Development Plan
 - Re-creating a retail corridor
 - Harris Teeter proposed at 3rd & H
- K Street Development
 - Retail corridor in both the NW One & Mt. Vernon plans
- Union Station
 - Retail mix as anchor at South end of NoMA
- NY Avenue Metro Station Area Retail
 - ATF retail component
 - New hotel, with ground floor retail

- **Pace and nature of retail depends on pace of build-out**

Market Assessment: **LAND OWNER PERSPECTIVE**

The Current Situation:

- Poor infrastructure
 - Makes area unattractive to new residents and office tenants.
 - Makes marketing difficult.
- No established market
 - Vacant land is a great opportunity, but also a liability.
 - Who is willing to be first to locate there?
- Some (not all) owners paid a lot for land
 - Need to develop a project with a high enough return.
 - This conflicts with above.
- Construction costs increasing
- **A shared vision can help to unlock NoMA's potential**

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Market Assessment: **LAND OWNER PERSPECTIVE**

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Catalysts for Change:

- The NoMA Vision Plan
- Public infrastructure improvements
 - New roads, sidewalks, curbs, trees, and lighting.
 - Safe, attractive underpasses.
- New projects demonstrating potential of NoMA (ATF, hotel, Capitol Plaza One)
- NCRC and DCHA properties on N. Capitol (residential w/ retail)
- Decisions on GSA requirements and impact on DC market
- Incentives – Tax abatements
- **Each one is a stepping stone toward increased value of NoMA in the eyes of potential residents and tenants.**

Transportation & Infrastructure

INTRO

ASSETS

EMERGING VISION

1: land use

2: transportation
& infrastructure

3: public realm
& open space

4: neighborhood
preservation

MARKET

GROUP
DISCUSSION

•How can we balance pedestrian, bicycle, transit, vehicle & other needs?

•Improved connections between Metro & other transportation modes?

•New proposed street and alley pattern?

•Pressing infrastructure needs?

•Opportunity for cutting edge environmental strategies?



Neighborhood Preservation

- What is the best way to handle transitions between high and lower density? What are appropriate heights?

- What should NoMA's design identity be?

- How do we preserve the characteristics of existing neighborhoods

- What kinds of neighborhood amenities are desirable?

Near Northeast



Eckington



INTRO

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